

# HEARN

Fourteenth Street West of Fifth Avenue

## Let Us Be Thankful

IN 1621 a little group of dauntless men and women held the first American Thanksgiving, offering their gratitude to the Power that had led them victorious against odds unaccounted and showered upon them the blessings of a new world. Never since then has there been such cause for heartfelt Thanksgiving as to-day when peace again returns to us after weary months of war, during which we have battled, animated by the courage and ideals handed down to us from those who held that first Thanksgiving—until at last we stand, like them, victorious before a new world of peace and golden promise.

CLOSED TODAY, THANKSGIVING DAY

## Friday, as Usual, Bargain Day

Solid Gold Pendants and Chains—dainty designs—set with pearls combined with other jewels—our reg. \$2.97.....	1.65
Pearl Necklaces—Oriental shadings—various sizes—14 and 17 inch lengths—our reg. \$1.87.....	1.37
Toilet Sets—comb, brush and mirror—quadruple plated silver—etched flower designs—flat models—value \$5.97.....	4.50
Men's Solid Gold Cuff Links—plain, for monogram or fancy patterns—value \$3.50.....	2.87
Women's Handkerchiefs—All Linen—embroidered—also lace trimmed—our reg. .47—.77—.96 ea.	.37
Sheer Linen—Corded border—hand emb'd initial.....each	.24
All Linen—Initial—Machine or hand emb'd.....each	.24
All Linen—Initial—1/2 dozen in box.....	1.14
Cotton—Initial—1/2 doz. in box—our reg. .78.....	.60
Plain—Linen .18. .24. .37 ea.	
Women's and Children's silk or crepe de chine—each.....	.28
Women's Embroidered Cotton Handkerchiefs—3 in box.....	.47
6 in box.....	.97
Women's All Linen—Emb'd Corner—3 in box.....	1.17
6 in box.....	1.47
Men's Handkerchiefs—Linen—Initial.....	.37
Hand Emb'd Initial—Corded border—each.....	.24
Cotton—Initial—1/2 doz. in box—our reg. .78.....	.68
Silk—Plain or Initial—our reg. .47—.78—.96 ea.	
Plain Linen—Each .37. .47. .54	
Extra size.....Each	.67
All Linen—tape border—Each	.37
Extra Size Cotton—tape border.....Each	.24
Colored Border.....Each	.24
Large Size, Plain.....Each	.12
Our reg. .84 (half dozen).....	.63
Men's Union Suits—wool mixed—Carter and Reis makes—sizes 42 to 48 only—our reg. \$4.00.....	2.95
Men's Suits and Winter Overcoats—conservative, well tiked models—suits include young men's styles, new styles and mixtures, overcoats in desirable light and dark mixtures—our reg. \$18.95.....	14.58
Men's Union Suits—Winter weight—soft wool finish—sizes 36 to 48—our reg. \$9.00.....	2.55
Men's Sweater Coats—maroon, gray or khaki wool mixed—34 to 40—\$5.45 value.....	3.97
Men's Wool Flannel Shirts—gray—collar attached—two pockets—our reg. \$3.45.....	2.88
Men's Suspenders—regular or extra sizes—our reg. .68.....	.50
Men's Blue Striped Overalls—our reg. \$2.25.....	1.66
Odd Lot of Men's Silk Shirts—plain white or striped—our reg. \$4.95.....	3.66
Men's Negligee Shirts—striped percales and checks—plain color—our reg. \$1.35.....	.99
Men's Balbriggan Underwear—short or long sleeve shirts—double seat drawers—our reg. \$1.10.....	.88
Women's Fleece Underwear—white cotton—high neck—short sleeves—ankle length drawers—seconds of .97 and \$1.17 quality—reg. and extra sizes.....	.73
Little Tot's Fine White Dresses—yoke, Empire and waist—to 6 yrs.—lace and embroidery—our reg. \$1.97.....	1.45
Little Tot's Tub Dresses—gingham and chambray—sizes to 6 yrs.—our reg. \$1.47.....	1.00
Little Tot's Rompers and Creepers—gingham and chambray—sizes to 6 yrs.—Special.....	.77
Little Tot's Colored Coats—various styles and materials—2 to 6 yrs.—our reg. \$5.97.....	3.97

## Soiled Blankets—Greatly Reduced For Prompt Clearance

Wool mixed, Wool finish, cotton fleece, Eiderdown finish, Jacquard, Comfortable, Camp, Outdoor, Robe and Crib Blankets.

## Men's Kin Believe Reports of Death In Battle False

### Soldiers Heard From Since Casualty List's Dates of Supposed Demise

Four men, formerly of New York or vicinity, who have been officially reported dead or missing, are still alive, their relatives here believe. Sergeant David B. McGee, Company F, 108th Infantry, reported to have died of wounds on October 22, sent on the day of his supposed death the following letter to Mrs. James McGee, his mother, of 16 East Sixtieth Street: "I am in blighty with my wounds, and I will be able to be cut soon and be ready to go back to the fighting line." Corporal Christopher J. Campanelli, Company B, 114th Infantry, is said to have been missing in action since October 12. A letter received from him by his parents, Mr. and Mrs. Anthony Campanelli, of 18 Glebe Street, Orange, N. J., says that he was slightly gassed on that date, but is recovering. The letter is dated November 5.

Private Albert Hoffman, 107th Infantry, was listed as killed in action, but William Hoffman, a cousin, who is in the same company, has written home saying that Albert is recuperating from wounds in a base hospital in London. Corporal George W. Winslow, 107th Infantry, said to have been killed in action, is still alive in the belief of

his parents, Mr. and Mrs. Theophilus N. Winslow, of Elizabeth, N. J. Friends in the corporal's company have written his parents that he is recovering in a base hospital in France. Lieutenant John Lyon, Machine Gun Company, 116th Infantry, killed in action, was at one time assistant editor of "Forest and Stream." On the outbreak of war he joined the Virginia National Guard and rose rapidly to the rank he held at his death. His home was at Lyonsburg, Va. Sergeant Oscar Paul Lippe, 307th Infantry, killed in action, was born in New York and was graduated from the High School of Commerce, where he was active in athletics. Lieutenant Arlo Ellsworth Garnsey, Aviation Corps, died in a hospital at Brest, France, in October. He was the younger son of Mr. and Mrs. Elmer E. Garnsey, of White Plains, N. Y., and was a student at the Massachusetts Institute of Technology when the war began.

## U. S. to Purchase Site Of Hog Island Plant

PHILADELPHIA, Nov. 27.—An announcement that the government through the Emergency Fleet Corporation, had definitely decided to purchase the real estate of the Hog Island shipyard and thus become sole owner of the great shipbuilding establishment, was made to-day by H. L. Ackerson, one of the officers of the corporation. The real estate is owned by the American International Corporation and is valued at \$1,750,000. The government has expended approximately \$60,000,000 on equipping the plant. According to Howard Connelley, vice-president of the Emergency Fleet Corporation, the purchase of the real estate does not commit the government to continued ownership and operation of the yard.

## Coolness, Daring, Quick Wits, Win Honor Crosses for Soldiers

### Captain Fallaw Leads Charge on Machine Gun Nests—Sergeant Atkinson Routed Enemy Counter Attacks—Sergeant Eichern, of Brooklyn, Risked Life to Save Wounded

WASHINGTON, Nov. 27.—The commander in chief, in the name of the President, has awarded the Distinguished Service Cross to the following named officers and soldiers for the acts of extraordinary heroism described after their names: Captain Thomas H. Fallaw, 167th Infantry.—"For extraordinary heroism in action near Landres-et-St. Georges, France, October 16, 1918. In the attack on the Cote de Chatillon, seeing that the entire advance was being held up in an open field by heavy machine gun fire from the edge of the woods, Captain Fallaw personally organized a detachment and led it in a rush on the woods under heavy fire, making a daring and vigorous attack on the enemy machine gun nests, clearing the edge of the woods, capturing prisoners and inflicting severe losses on the enemy. Through this gallant act Captain Fallaw gained the final objective with a minimum loss to his command, and an inspiring example of disregard for personal safety and devotion to duty." Home address: Mrs. R. R. Fallaw, mother, Opelika, Ala.

Sergeant Ralph Atkinson, Headquarters Company, 167th Infantry (as No. 98,612).—"For extraordinary heroism in action near Landres-et-St. Georges, France, October 16, 1918. During the attack on Cote de Chatillon, Sergeant Atkinson, in command of the Stokes mortar platoon, with three other soldiers, was advancing on the first wave of the assault when, on nearing the objective, he discovered about 250 of the enemy forming for a counter attack. At this juncture Sergeant Atkinson and his party advanced to a position where he could get a fair field of fire, set up the mortar, and opened a murderous fire on the approaching enemy, dispersing them in every direction. His quick action, good judgment and leadership undoubtedly broke up the enemy counter-attack, but inflicted severe losses on him, he himself showing extraordinary heroism and courage at a critical time." Home address: Mrs. O. R. Atkinson, mother, 314 California Street, Montgomery, Ala.

Second Lieutenant Clair C. Roberts, 167th Infantry.—"For extraordinary heroism in action near Landres-et-St. Georges, France, October 16, 1918. Lieutenant Roberts' platoon suffered heavy casualties, and he himself was gassed in the advance. He remained on duty first to reach this hill, he observed that the enemy was forming for a counter attack. Displaying coolness and quick judgment, he organized all the available men in his vicinity, launched a vigorous attack upon the enemy, who was routed. The daring and leadership of this officer enabled the support to reach Hill 260 without further fighting. His gallant action, Clara Roberts, mother, 209 East Walnut Avenue, Altoona, Penn.

Sergeant Shanklin Ebenezer Gilkerson, 167th Ambulance Company (as No. 711).—"For extraordinary heroism in action at St. Benoit, France, September 16, 1918. While the regimental dressing station was under heavy shell fire, Sergeant Gilkerson volunteered to lead a squad of litter bearers to rescue several wounded men of another regiment who had been caught in a heavy barrage. Although he was wounded himself, he succeeded in leading the squad for a distance of three kilometers through a constant severe bombardment under direct observation of the enemy artillery and snipers to an outpost outside of his own regimental sector. He brought in one wounded officer and seven severely wounded soldiers without losing any of his men." Home address: Mrs. M. M. Gilkerson, mother, Locust Avenue, Kansas City, Mo.

Sergeant Victor L. Eichern, Sanitary Detachment, 167th Infantry (as No. 959).—"For extraordinary heroism in action at St. Benoit, France, September 16, 1918. While the regimental dressing station was under heavy shell fire, Sergeant Eichern volunteered to lead a squad of litter bearers to rescue several wounded men of another regiment who had been caught in a heavy barrage. He succeeded in leading his squad for a distance of three kilometers through a constant severe bombardment under direct observation of the enemy artillery and snipers to an outpost outside of his own regimental sector. He brought in one wounded officer and seven severely wounded soldiers without losing any of his own men." Home address: Mrs. Victor L. Eichern, wife, 370 Jefferson Avenue, Brooklyn, N. Y.

Sergeant Ball Brown, Company G, 167th Infantry (as No. 97,451).—"For extraordinary heroism in action near Landres-et-St. Georges, France, October 16, 1918. Sergeant Brown refused to go to the hospital, realizing that his presence with his platoon, which had suffered heavy casualties, would greatly assist in the attack. He reorganized his platoon and personally led it in the attack, later consolidating his positions, thereby setting an example of utter disregard for danger and inspiring his men by his remarkable courage and devotion to duty." Home address: Mrs. Ada Brown, mother, Ozark, Ala.

Sergeant Lee A. Wadsworth, Company S, 167th Infantry (as No. 97,451).—"For extraordinary heroism in action near Landres-et-St. Georges, France, October 16, 1918. Sergeant Wadsworth was severely wounded in the attack on Cote de Chatillon, but he refused to be evacuated and remained with his platoon, under heavy fire, reorganizing it for the counter attack for which the enemy was forming, thereby setting an example of utter disregard for danger and of heroism in the face of the enemy." Home address: T. M. Wadsworth, father, Mulberry, Ala.

## Bivouacked in Log Huts, U.S. Men Hold Front in Russia

ARCHANGEL, Nov. 22 (By The Associated Press).—In log huts and wind shelters made of birch boughs, American troops are holding the line against the Bolsheviks in the middle sector of the northern front in the region of Kadish. After ten weeks of fighting in swamps and thick undergrowth, the Americans are now snowed in and bivouacked along an ice-filled stream, on the opposite side of which are the camps of the enemy.

Under British command and with British forces aiding them the American infantrymen on this sector probably have had more fighting and more hardships than other American units in Russia. The force has been operating between the Dvina River and the Volgaia railroad, a territory of swamps and forests. The roads have been in bad condition and the only means of transporting supplies to a greater part of the front was by wheelbarrow-shaped carts drawn by Russian ponies.

The campaign began early in August, when a British and French force entered Seletskoe, a large village about midway between the Dvina and the railroad on the River Enta. They were forced to move to another sector and the Bolsheviks occupied the town, only to be driven out a few weeks later when American reinforcements arrived. Since early in September the opposing forces have battled back and forth along the road leading toward Petrograd through tiny five-house villages. Seletskoe has changed hands twice and the village of Kadish was captured by the Americans early in the fighting. The village is now in the hands of the enemy. The Bolsheviks at times try the force



This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. The name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

A D-VISOR: Before America quite forgets that she has been at war with the Germans on account of their atrocities and I beg that you, who have done such good work in the Ad-Visor columns of your valuable paper, not forget so quickly will be able to know the shops where we can sign the pledge not to buy German articles and would greatly appreciate it if The Tribune could find a way to help me keep that pledge.

A VOTER: The Tribune has advocated editorially that all American manufacturers in each class shall combine for the purpose of establishing a definite "Made in America" trademark for their class of merchandise. For instance, that the toy makers of America shall adopt a trademark bearing the words "Made in America"; that the same thing shall be done by manufacturers of hardware, of chemicals, of dyestuffs, china and all other products which might meet German competition; that when these trademarks have been adopted the combined trade standing behind each trademark enter into an advertising campaign to acquaint the American public with their trademark and calling upon them to look for that trademark before buying.

This is the only logical way in which American manufacturers can protect the American public from the German-made product. A bill has been introduced in Congress which if passed would require all goods handling German goods to display a sign stating that fact. This, however, would not apply if the German goods had been re-shipped from some other country, a matter which should be taken into consideration, inasmuch as recently Germans have been buying immense plants in Switzerland, Spain and South America, to which points they could easily send German goods for shipment into the United States. We are informed that some national organizations have already begun a movement to do the thing which we have suggested above. It is to be hoped that others will follow the lead until the entire field has been covered. The American public is entitled to this protection and the American manufacturer will most certainly strengthen his hand by this action.

A D-VISOR: I have read with a great deal of interest your results of investigations upon request of readers of your valued newspaper, which is this country doing yeoman work in the world of advertising, and take this opportunity to ask of you a favor. About ten or more years ago I bought some stock from a newly organized company by the name of "United States Telephone Herald Company." I have repeatedly made efforts to locate it, but all in vain. What I would like to know is whether this company was merely a fake, or not, whether it now exists, and if so, where the present location of its office is in New York or vicinity, and, if any, of the stock issued by it. I would greatly appreciate a report in detail.

HARRY WEISS: The United States Telephone Herald Company, incorporated with an authorized capital of \$1,000,000 at par value of \$10, was organized for the purpose of establishing a phonographic telephone scheme. The scheme was impracticable and, in our opinion, the stock at this time is of no value.

THE Louisiana State Board of Health has discovered a unique way of estimating the truth or untruth of claims made by patent medicine manufacturers for their various nostrums. Some time ago the Louisiana Board took the published formula for Nuxated Iron as the basis of its investigations. It sent the ingredients and their quantities without any indication that the formula was that of Nuxated Iron to a number of Louisiana physicians. It then took each specific claim made for the product as the basis for question, and asked each physician:

1—Is it a treatment for general weakness? 2—Is it a treatment for nervousness? 3—Is it a treatment for anemia? 4—Is it a treatment for lack of blood? 5—Is it a treatment for mal-nutrition? 6—Is it a treatment for mal-assimilation? 7—Is it a treatment for constipation? 8—Is there any one preparation which would be a treatment for all of these diseases?

One hundred and eleven physicians answered the questionnaire. Sixty-three answered "No" to all of the questions. To question No. 1—"No," 69; "Yes," none. To question No. 2—"No," 84; "Yes," 4. To question No. 3—"No," 70; "Yes," 4. To question No. 4—"No," 85; "Yes," 3. To question No. 5—"No," 77; "Yes," 3. To question No. 6—"No," 87; "Yes," 2. To question No. 7—"No," 80; "Yes," 1. To question No. 8—"No," 90; "Yes," 1.

One correspondent writes of the formula, "A peculiar shotgun combination, with neither scientific nor pharmaceutical reason."

A D-VISOR: I am intending to invest some hard earned money in stocks. Would it be well to invest in Consumers' Packing Company, of Chicago? Is it going to stock, and if not, is it not a good idea? I am sixty years of age, so I do not care to lose my money. As you have guided me before I would thank you to give me advice in this matter.

AN OLD TRIBUNE READER: The Consumers' Packing Company, of Chicago, Ill., is incorporated under the laws of South Dakota with an authorized capital of \$5,000,000. The par value of the stock is \$10. The records of some of the men behind the company and the report issued by them upon this company would indicate that investment in the stock of this company would be highly speculative.

A D-VISOR: I note that the Bayer Aspirin Company are now advertising that they are "All American." Is this because they have had a change of heart, or what could have caused it? J. T. M. It is true. They have been taken over by the Alien Property Custodian of the United States government and all connections which the company formerly had with German money have been discontinued.

A D-VISOR: Can you give me any information about the California State Land Information Bureau, of Sacramento, Cal.? Is it a reliable bureau? N. R. T.

The bureau is absolutely unreliable. It advertised in newspapers, and printed and written matter sent through the mails alleged opportunities to obtain government lands recently opened for entry. These are deception, school land as low as \$3 an acre, state land that you can buy for almost nothing. They tell you that you can locate the land without the aid of a surveyor; they guarantee much of it to be well located, valuable, level, fertile, rich soil, near railroads, etc. Upon investigation it was learned that much of the land referred to is so mountainous as to be unfit for any farming purposes. The attention of the United States Postoffice Department was called to the scheme being operated by the California State Land Information Bureau, and they pronounced it a mere scheme for selling maps, and, moreover, said that even the maps sold were not reliable. On October 22, 1918, a fraud order was issued against this company, and it was denied the right to use the United States mails.

THE AD-VISOR of Thursday, November 14, commented upon the merchandising methods employed by the G. & K. Cloak Company, 276 West 125th Street. We said among other things that "the G. & K. Cloak Company do not and could not advertise in The Tribune while they practise this kind of merchandising. We do not permit the confidence of Tribune readers to be abused in this fashion."

Any business institution, merchant, manufacturer or newspaper may build up a certain amount of business by advertising, but it cannot be maintained continuously unless it is backed by the kind of merchandising that retains confidence. No type of advertising ever discovered equaled the satisfied customer. Hence, what was logically to be expected has happened to the G. & K. Cloak Company. They have assigned for the benefit of creditors.

of their "oratorical artillery" on the Americans. On two nights during the last week English-speaking Bolsheviks appeared in No Man's Land and made speeches urging the Americans not to fight. Great red banners printed in English also are strung along the enemy bank of the river. Major Major, of Holyoke, Mass., has received the British Distinguished Service Order for gallantry while serving with the American troops in the campaign along the Dvina River.

## German Officers Now Privates for Safety

AMERICAN ARMY OF OCCUPATION, Nov. 24 (By The Associated Press) (9 p. m.).—While there are few stragglers behind it, the German line in front of the American army tonight runs generally from Bitburg, through Treves to Oberemmel, Oberzert and Loshelm. The number of Germans wearing red

LUXEMBURG, Sunday, Nov. 24 (By Army Wire to Chaumont) (By The Associated Press).—The Germans crossed the Saar in force Sunday, and the Americans are marking time along the frontier, where they will remain until December 1, at least.